



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 178-2006

LETTER TO COMMISSION

TO: Mayor David Dermer and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: July 7, 2006

SUBJECT: Court TV's "Beach Patrol: Miami Beach" reality series to premiere July 10, 2006

This Letter to Commission is to inform you that on Monday, July 10, 2006, Court TV, a Turner Broadcasting System network, will premiere the first two episodes of the unscripted reality TV series "Beach Patrol: Miami Beach." The premiere of this new, six episode series, will be at 8:00 PM and 8:30 PM, with new episodes to air each Monday night at 8:00 PM and current episodes to run continuously. As we had previously informed you, the series follows the heroic actions of the Miami Beach Fire Department's Ocean Rescue Division as they handle the daily trials and tribulations of their on-duty responses during this past spring season on Miami Beach, including their interactions with our Fire Rescue and Police personnel.

"Beach Patrol: Miami Beach" was produced by Los Angeles-based Evolution Film and Tape, and is the second franchise series of the program. It is patterned after the success of Evolution's "Beach Patrol: San Diego," which ran earlier this year on Court TV. Evolution is currently in production of season two of the San Diego series. Evolution has also produced the successful reality TV programs "Fear Factor" and "Big Brother."

"Beach Patrol: Miami Beach" was produced in our area from March 10 through April 21, 2006, covering our busiest portion of the season. The producers worked with a team from the City, including representatives from the City Manager's Office, Police, Fire, Communications, Tourism and Cultural Development, and the City Attorney's Office, to finalize a deal that was amicable to both the production and the City, and helped the production obtain access to the featured City representatives and facilities. The production ensured that all featured participants agreed to have their image portrayed in the program.

Court TV is seen in 86 million U.S. homes and is seen on Cable Channel 50 on Atlantic Broadband. They have also created a website dedicated exclusively to this series, http://www.courtstv.com/onair/shows/beach_patrol_miami/.

CITY CLERK'S OFFICE

06 JUL - 7 PM 4:46

RECEIVED